



2023-2024 Menu of Investment Opportunities Willamette Valley Visitors Association

Marketing Opportunities

Questions? Contact Marketing at marketing@willamettevalley.org

Marketing Tactic	Price	Dates/Time Frame
Digital		
Facebook Click to Site Ads	\$2,500 / Targeting WA, Nor CA 8,000 clicks estimated	2 month run (anytime)
Facebook Remarketing Ads	\$9,000 / Targeting - National (excluding Oregon) 17,500 clicks estimated	6 month run (anytime)
Google Video Distribution	\$15,000	Winter 2023 - Early Spring 2024
Seasonal, Non-compete campaign	TBD	Shoulder Season focus: Nov - March Regen/Outdoor/Ag focus: March - Jun or Sept - Nov
Print		
Full page print ad - Northwest Travel Meeting/Food Traveler	\$2500 x 1 edition \$1500 x 2 editions or more	TBD
Print ad - PNW Combo: 1859 & 1889	TBD	Nov/Dec - 1859 Romantic Getaways Oct/Nov - 1889 Bounty & Libations Dec/Jan - 1889 Romantic Getaways
Website		
Page/Itinerary feature/inclusion	Inquire for pricing	anytime
Featured partner ad (Carousel): 1024x540	Inquire for pricing Impressions: 16,000-30,000 depending on page	Q1 & Q2 (pricing and impressions to change Q3 & Q4)
Feature block on Lodging or Things to Do page	\$300/300x250 block size	anytime, 3-month commitment

Custom map inclusion	Inquire for pricing	anytime
Public Relations		
Domestic FAM Support	\$400 - \$2,500	anytime
PR Projects	\$2,500 = 11 hours/month (subject to change)	min month investment
Travefy Account	\$260*/annual, per account	July 1 start or option to start anytime but subject to Travefy terms and timeline for alternative pricing
Ornament Contest		
KATU Broadcast, web and social	Two levels: \$3,000 - \$5,000	Nov 17 - Jan 1 *Enrollment Deadline Sept 15*
Ornament Contest Tasting Room promotion	\$600 - 30 ornaments for promotion & itinerary inclusion	Nov 17 - Jan 1 *Enrollment Deadline Sept 15*
Data		
Data Access & Data Partnership	Two levels: \$3,000 & \$10,000	Oct 2023 - July 2024

Digital Opportunities:

Facebook Click to Site Ads (\$2,500 straight media pass through) max 2 partners: This is great for brand awareness & creation of ads using the carousel style of ad. This would run for a full 2 month period.

Facebook Remarketing Ads (\$9,000 straight pass through): This would run for 6 months & can tie in both brand awareness as helping to move people closer to the conversion we wish them to make. These image ads will have dynamic creative. You provide the images & we'll write a handful of branded headlines that FB will monitor & utilize for best performers. Total clicks estimated at approximately 17,500.

Google Video Distribution (\$15,000) Winter 2023 - Early Spring 2024: With partner support, WVVA will run 15- or 30-second video ads on YouTube as pre-roll with shoulder season themes in culinary, wine and agritourism. We would be able to include a small 'call to action' overlay on these to redirect. Total video views estimated at 140,000.

Print Opportunities:

PNW Combo: 1859 & 1889

1859 Nov/Dec Romantic Getaways Issue

1889 Oct/Nov Bounty & Libations issue Art due Sept 8

Dec/Jan Romantic Getaways

Northwest Travel

Nov/Dec Holiday Season Escapes

Website

Opportunities for inclusion on the WVVA website pages: click ads, tiles, inclusion on maps and blog content with direct link to preferred url

Page Feature Opportunities (inquire for pricing marketing@willamettevalley.org)

- Featured partner ad (Carousel): 1024x540 - 16,000- 30,000 impressions Q1 or Q2
 - Feature block on Lodging or Things to Do page - \$300/300x250 block size
 - Homepage map inclusion (specific city/towns with DMO)
 - Itinerary/Blog mention and link
 - Curated itinerary/blog
 - Featured Event
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Public Relations

Domestic FAM Support – Maintain stories and impressions gained through coverage that leads to trip bookings. DMO to support agreed-upon FAMs based on Travel Oregon- and WVVA-led tours.

PR Projects - \$2,500 = 11 hours/month

- One 30-minute kick-off meeting to identify goals and story angles
 - Months moving forward, stories will be provided to LPR via Email
- Coordinate 2-3 local, regional or national uplifting and on-message stories per month
- Provide regular updates
- Monthly recap with measurables

\$4,500 = 21 hours/month (subject to change)

- Monthly 30-minute meeting to identify goals and story angles
- Coordinate 4-6 local, regional or national uplifting and on-message stories per month
- Provide regular updates
- Monthly recap with measurables

Travefy Account Access - \$260 annual membership. subject to Travefy terms and timeline

2023 Ornament Contest

KATU Broadcast Opportunity - Create greater awareness of local partners for participants in the 2023 WVVA Ornament Contest. Air dates: November 17-26, 2023

- Mention in promotional reminders to air throughout KATU lifestyle programs
- Mention in 15-second message presented by KATU talent promoting the WVVA Ornament Contest and the trail(s) where ornaments can be found
- Live promotional mentions during AM Northwest and Afternoon Live, total 10x.
- Mention on KATU.com page ornament coverage for up to 6 months.
- Mention on AM Northwest and Afternoon Live Facebook pages (two total posts)
- Mention and map placement in WVVA ornament hunt itinerary

Tasting Room Promotion - We are looking for 3 wineries who would like to engage in a seasonal tasting room promotion offer around our annual ornament contest (Nov 17-Jan 1). Each year 200 ornaments are laid in the Willamette National Forest for lucky hikers to find and keep. This year we are offering not only the forest contest, but ornaments will also be available for purchase in limited quantities at the four ranger stations throughout the national forest and three wineries in the Willamette Valley. This year's vineyard themed ornaments will encourage outdoor adventure opportunities and engagement to our winery guests during the shoulder season and further support the volunteers of the Willamette National Forest at Cascade Volunteers. All proceeds will benefit their year-round volunteer efforts.

- \$600, one-time purchase by Sept. 15, 2023
 - includes a delivery of 30 vineyard themed ornaments to your tasting room, as well as collateral and promotional materials with tastings/purchase details
 - Inclusion in a shoulder season itinerary and five social posts (Nov - Jan)

Email marketing@willamettevalley.org by September 15th for inclusion in this promotion. This is a first-come, first-served opportunity.

Data Access & Opportunities

Data Access or Delivery via our contracted services on current key indicators and metrics: seasonal visitor volume, origin markets, length of stay, keyword search terms, length between planning and travel, content/social visits, etc.

Two tiers available. If interested, please contact Dawnielle Tehama. Deadline is July 1, 2023.

- \$3,000
 - Quarterly data pull delivery by WVVA for designated region

- \$10,000 annual (billed monthly or annual)
 - Access to data console for review and download for reporting
 - Up to 20 points of interest (POIs) identified by you and polygon creation
 - Upload CSV files to analyze other point of data for comparison and data analysis once per quarter

Travel Oregon Opportunities (based on availability)

Travel Oregon Ad Network (\$2,000-\$4,000): Travel Oregon's official channels provide consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions, and local picks.

Travel Oregon Ad Co-Op (\$2,000-\$8,000): This opportunity will be developed in more detail as we are informed by plans for the new advertising campaign, but would potentially include: paid media, content development, media retargeting, social media, click ads driving to regional site, etc.

Travel Oregon Digital Remarketing Campaign (\$1,000-\$10,000): Shoulder Season Target Will work directly with WVVA to create a scalable campaign driving traffic directly to the partners portal on WVVA's website. Monthly reporting delivered.

VisaVue - Secondary subscriber opportunity -

A secondary subscriber would receive up to 5 domestic reporting areas (same as lead) if they moved forward w/ either Domestic only or the Combined Subscription.

Secondary Subscriber pricing:

- International Only: \$2,310
- Domestic Only: \$3,500
- Combined (domestic + international): \$5,060

Global Sales Opportunities

[Questions? Contact Global Sales at jessy@willamettevalley.org](mailto:jessy@willamettevalley.org)

Global Sales Tactic	Price	Dates/Time Frame
B2B Shows		
NTA contact sponsorship	\$1,500	
Road Rally Sponsorship	TBD	TBD
B2C Shows		
2024 Vancouver Outdoor Rec Show	Total Cost split among all partners: \$3,700 with 10x10 OR 2024 estimated \$4,100 with 10x20	March 2-3 2024
2024 LA Consumer Show	Total Cost split among all partners (2023 total: \$4,700, excludes shipping)	Feb 3-4 2024
Print		
2024 America Journal	\$7,500 buy-in for split itinerary (3-4 sub itineraries included)	Spring/Summer 2023
Public Relations		
International FAM Support	\$400 - \$2,500	anytime

Business-to-Business Shows

NTA - Contact sponsorship \$1,500

Contact '24 is set in St. John's, Newfoundland and Labrador May 20-23, 2024 (One opportunity only)

Sponsor of a session, including 3-5 minutes in-person introduction by WVVA staff of that session or another way to introduce you, a table or booth if you wanted at the show and all collateral/materials at tables, logo placement.

Road Rally Sponsorship: Details Coming Soon. Contact Jessy and Dawnielle for further details

Business-to-Consumer Shows

Exposure at consumer shows with your region's visitor guides included in addition to regional representation on print and digital assets.

Contact jessy@willamettevalley.org for opportunities depending on show of interest.

Vancouver Outdoor Rec Show: Show partnership opportunity, March 2-3 2024

LA Consumer Show: Show partnership opportunity, Feb 3-4 2024, a potential year 2 of the show opportunity or other key market show. Contact Jessy and Dawnielle for further details.

Public Relations

International FAM Support: Maintain stories and impressions gained through coverage that leads to trip bookings. DMO to support agreed-upon FAMs based on Travel Oregon- and WVVA-led tours.